

ABSTRACT

MSME employees are very important to increase productivity and work efficiency. Good training gives employees new skills and increases their competencies, while a proactive attitude encourages initiative and innovation. These two aspects contribute to increasing the competitiveness of MSMEs, which play a vital role in the economy by creating good performance and supporting local economic growth. Applying good training and a proactive personality to MSME employees is to increase their productivity, skills and adaptability. This is important to ensure the competitiveness and sustainability of MSMEs in a dynamic market. Effective training and proactive attitudes of employees contribute to innovation, operational efficiency and service quality, which in turn supports job creation and significant economic growth.

This research uses a quantitative approach with a survey method to collect data from MSME employees in Banyumas Regency. The research subjects were MSME employees in the region, with a focus on Proactive Personality, Transfer of Training, and Employee Performance. Data collection was carried out through distributing questionnaires. This research contributes to understanding the importance of Proactive Personality and Transfer of Training in improving employee performance, especially in MSMEs. It is hoped that the results of this research can provide new insights and points of view for readers and become a reference in developing human resources in MSMEs. Sample selection was carried out using a method developed by Roscoe with a minimum of 30 samples and a maximum of 500 samples and the researchers obtained a sample of 49 respondents who qualified as MSME employees and had attended training at least 2 times.

Based on the results of research and data analysis carried out using linear regression analysis techniques with SPSS and mediation testing using the Sobel test, the results were found to be: (1) Proactive Personality has a positive influence on Employee Performance, (2) Proactive Personality has a positive influence on Transfer of Training, (3) Transfer of Training has a positive influence on employee performance, (4) Transfer of Training mediates the relationship between Proactive Personality and Employee Performance,

The implication of the conclusion above is that MSME owners can pay attention to personality characteristics in their daily work, conduct integrated training, and develop employee discipline to improve their performance. Emphasizes the importance of effective training and implementation of knowledge gained from training into daily work to improve performance. Training programs that not only focus on developing technical skills, but also pay attention to the proactive development of personal characteristics can have a positive impact on employee performance and achieving MSME goals.

Keywords: Proactive Personality, Transfer of Training, Employee Performance, MSMEs.